

# forward

PRE-ACCELERATION PROGRAM



## Program Overview

### Introduction

**Forward** is a pre-acceleration program to get you through the ideation phase “Alive and Kicking”. This usually means: get you to a point where you did some customer validation, product/market fit and a MVP that will allow you to apply to acceleration programs and continue your journey to built something impressive enough to raise money on a larger scale.

The program is a mix of experts/mentors talks and workshops as well as intense pitch practice. This year, due to the situation with COVID-19, the program will happen online but we will strive to ensure and promote connections between entrepreneurs and community building.

### Key Milestones

- 20 Jan. 2021 - Application Opens
- 12 Feb. 2021 @ midnight – Application Closes
- 16 Feb. 2021 – Selected teams are announced through the social media channels of the Católica-Lisbon Center for Technological Innovation and Entrepreneurship
- 20 Feb. 2021 – Session 1
- 13 Mar. 2021 – Session 2
- 17 Apr. 2021 – Session 3
- 8 May 2021 – Session 4
- 15 May 2021 – Demo day

## Sessions

The FORWARD program has 5 sessions of 3 hours each where you will get to know and practice the important activities to get over your “First Mile”<sup>1</sup>!

1. Session 1 - February 20<sup>th</sup> 2pm/5pm
    - Welcome
    - Rules of the game
    - Pitching and feedback from guests/mentors/peers
  2. Session 2 – March 13<sup>th</sup> 2pm/5pm
    - Pitching and feedback from guests/mentors/peers
    - Top hypothesis identification and validation plan
    - What would you MVP look like?
  3. Session 3 – April 17<sup>th</sup> 2pm/5pm
    - Pitching and sharing of i) Hypothesis validation results and ii) Market size with feedback from guests/mentors/peers
    - Your MVP
  4. Session 4 – May 8<sup>th</sup> 2pm/5pm
    - Pitch rehearsal
  5. Session 5 – Demo Day May 15<sup>th</sup> 2pm/5pm
    - Each team to pitch in front of a jury to identify the top #3 teams and the winner team
- We will share documents, tools, etc.. for you to do your homework but the sessions will be hands-on work on your projects
  - Besides the guests and mentors that will support you in your journey, you will be teamed up with “Buddy Mentors” (1 business and 1 tech students)

## Selection Process

The organization team will review the application forms [here](#) and gauge the answers provided with a focus on the willingness and grit of the team to bring this idea to market.

## Mentors and Jury

- The program will invite guests/mentors from the national ecosystem for each session
- The jury for the demo day will be mainly composed from people in charge of incubators programs

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<sup>1</sup> Using the term coined by Scott D. Anthony in his book “The first mile”

## Prize

- The winner team will receive a 1000€ cash prize
- The TOP#3 teams will receive mentorship hours from the “[Entrepreneurs in Residence](#)” and “[Investors in Residence](#)” from the Católica Lisbon School of Business and Economics
- All teams will have lifetime access to the Mangoup peer-learning community and educational resources

## Program Partners



Startup Lisboa is Lisbon most preeminent incubator with proven track record on supporting and growing the entrepreneurship ecosystem. They provided insights on how startups would benefit from a pre-acceleration program.  
<https://www.startuplisboa.com>



The BET students club, will provide the buddy mentors from their pool of students in various universities and experience from events like BET24, BET19, etc..  
<https://www.instagram.com/betventures/>



MangoUp will provide the platform that will be used for the program as well as the community management and the Toolkit (free perks...)  
<https://mangoup.io>

## Frequently Asked Questions

- Which language for the FORWARD program?
  - The program will be in English and the teams will pitch in English
- Do you invest in the companies that go through the FORWARD program?
  - No. But guests, mentors may be interested
- Does it cost money to participate in the FORWARD program?
  - The program has **no cost**. We do not take fees or equity. All we ask is that you commit to attend the sessions and give your best! You will be stars if you give back to the community down the road 😊
- What will I get from this FORWARD program?
  - Community and networking
  - Mentorship/Advice (product/market fit, pitching, etc...)
  - Get on a Fastrack to apply to incubators programs
  - Get you on stage and be seen!
  - Make it happen and have fun
- What is the track record of the FORWARD program?

- This is the first edition of the program and will run it as a “public beta”. We plan to have a smooth ride but things may get hectic and we will rely on you to give us feedback and suggestions to make it better!
- Anyone can apply?
  - Yes. In fact, we encourage applications with teams with different backgrounds. But at least one person from the team needs to be a current student or alumni from the Católica Lisbon School of Business and Economics (alumni graduated from 2015 to 2020).
- Do you focus on specific sectors?
  - No. If you have the secret sauce and the teams for it, you should apply.
- Do you need to have a business plan?
  - No.
- Will you sign an NDA? How do I know you won't steal my idea?
  - No, we won't sign an NDA. No venture firm would do that at this stage. The informal commitment to secrecy on our application form is more than any VC would make.
- We have 2 ideas. Should we submit 2 applications?
  - We don't recommend it. You should pick your favorite idea and apply with that one.